



NEWS RELEASE

FOR IMMEDIATE RELEASE
April 18, 2008

Contact: Russ Heimerich – (916) 574-8171

Structural Pest Control Board Embraces Consumer Choice in an Effort to Help Improve the Environment

Board also to require licensees to undergo training to minimize impact on human health and the environment.

SACRAMENTO – California’s Structural Pest Control Board (SPCB) today moved to give Californians more environmentally friendly alternatives when it comes to controlling or eradicating structural pests.

The Board voted unanimously to amend its regulations to allow its licensees to make qualified claims about the environmental friendliness of their products or services. Current regulations forbid any statement that a pest control service or product offers a general environmental protection or benefit. The new language will allow such claims as long as those claims can be substantiated by the licensee.

Board members also voted unanimously today to make it mandatory for licensees to undergo training in integrated pest management as part of their licensing requirements. Integrated pest management training, among other things, focuses on long-term pest prevention with minimal impact on human health and the environment. These techniques generally involve a holistic approach to pest management, from prevention activities such as sanitation and moisture control, to eradication practices that have the least possible impact on human health or the environment.

“These changes empower Californians to make more informed choices that may ultimately minimize any negative impact on the environment,” said Carrie Lopez, Director of the California Department of Consumer Affairs (DCA). SPCB is under the administrative umbrella of DCA. “My department always strives to ensure consumers have the correct information they need to make the choices they want. Today’s vote is good for consumers and good for the environment.”

Structural Pest Control Board Embraces Consumer Choice in an Effort to Help Improve the Environment

2-2-2

“Most of the products used by our licensees to control structural pests are by definition toxic,” said SPCB Executive Officer Kelli Okuma. “However, some have been shown to have a less toxic impact on the environment than others. The new regulations regarding advertising will allow our licensees to inform consumers when that is the case. Mandatory training in integrated pest management will enable our licensees and consumers to make environmentally friendlier choices when appropriate.”

Okuma stressed that licensees will have to be able to substantiate claims that a product, service or device are less toxic to the environment. She added that SPCB routinely monitors the advertisements of its licensees, and will continue to work to ensure that no false and misleading claims are made. California is stricter than most other states when it comes to licensee advertising because of SPCB’s mandate to protect consumers, said Okuma. She says that commitment will not change.

The new regulations will take effect once they receive final approval from the state’s Office of Administrative Law, which is expected toward the end of this summer.

#

About the California Department of Consumer Affairs (DCA)

DCA is California’s consumer champion. With nearly 40 consumer protection entities, DCA protects consumers while ensuring a competent and fair marketplace. DCA issues nearly 2.5 million licenses in more than 100 business and 200 professional categories, including doctors, dentists, contractors, cosmetologists and automotive repair facilities. DCA establishes minimum qualifications and levels of competency for its licensees. DCA is funded exclusively by license fees.

About the Structural Pest Control Board (SPCB)

The Structural Pest Control Board's highest priority is to protect and benefit the public by regulating the structural pest control industry. The Structural Pest Control Board strives to be the national leader in creating an environment where the public is fully protected and well informed, and where the structural pest control industry operates without unreasonable restraint.

Structural pest control is the control of household pests, such as rodents, vermin, insects and wood-destroying pests and organisms which may invade households or other structures. It also includes the eradication of such pests, and the making of repairs or replacements to control or prevent infestations.